



wenglor at company headquarters in Tettwang:
The R&D Building (right) is directly linked to
Admin and Production (left). The Logistics,
Sales and Training Center (top) is also close by

Collaboration in times of globalization

wenglor sensoric gmbh introduces Cisco Unified Communications



The home of high-tech – wenglor's entrance area

wenglor sensoric gmbh is one of Germany's first medium-sized companies to use the entire spectrum of Cisco Unified Communications. This Tettwang-based high-tech company has been optimizing cross-location cooperation between employees, customers and partners with the aid of a comprehensive solution, tailor-made to wenglor's specifications by Cisco-Partner xevIT. Optimized communication processes boost efficiency and productivity; customer support quality has increased perceptibly. New-product training courses are nowadays conducted by wenglor as virtual meetings in the form of rich media conferences. This helps to bring innovations to the international markets faster and without unnecessary travel expenses while at the same time avoiding CO₂ emissions – just another way for wenglor to prove its commitment to the protection of the environment. The plan is to successively connect the overseas branches to the company network. Which makes it a good thing that the centrally installed Cisco Unified Communications Manager can easily grow along with and adapt to the changing requirements.



At home at Lake Constance with a view to the world – wenglor's logistics building

wenglor sensoric gmbh is exemplary for German medium-sized companies who use globalization as an opportunity for growth. In 1983, the first wenglor sensors were still manufactured by company founder Dieter Baur together with a handful of employees in his own house right underneath the roof. 25 years later Baur's company boasts state-of-the-art logistics and a sales and training center at company headquarters in Tettwang, not far from Lake Constance. Today, wenglor is supplier to more than 50,000 industrial enterprises all over the world and operates a number of branch offices in Europe, China and the U.S. Naturally, wenglor's product portfolio has also seen dramatic growth over the years and now includes optoelectronic sensors, inductive proximity switches, scanners, OCR Readers, image processing and safety solutions. Staff numbers have risen in equal proportions over the years to currently 500 employees; annual sales are now at 50 million Euros. wenglor's continuous company growth, even in economically difficult times, has not remained without public echo: Ernst & Young, for instance, have repeatedly nominated wenglor "Entrepreneur of the Year", the last time in 2006.

The Background

Founded in 1983, wenglor sensoric gmbh supplies photoelectronic sensors, inductive proximity switches, scanners, OCR Readers, image processing and safety solutions to more than 50.000 customers all over the globe. More than 500 employees generate an annual sales volume of some 50 million Euros (2008).

The Challenge

Globalization demands ultra-efficient ways of communication beyond borders. This cannot be achieved by traditional telephone systems and a heterogeneous network.

The Solution

At company headquarters in Tettwang, a fail-safe Cisco network provides the platform for a wide range of different Unified Communications applications including virtual meetings via rich media communication.

The Advantages

- Improved availability, optimized communication processes
- Optimized worldwide cooperation customers and partners
- Virtual conferences instead of expensive travel costs
- Short time-to-market windows
- Ecological commitment: reduced CO₂ emissions
- High scalability for the connection of overseas branches



One of wenglor's warehouses: where products are waiting to be sent out all over the globe

Network supports metamorphosis to global player

2007 was a year which would set the future course of wenglor in more aspects than one: management was joined by the second generation with Fabian Baur, the company founder's son. In October, the newly constructed logistics center officially took up operations. Also, 2007 marked wenglor's entry into the world of IP-based integrated communication: "To us, unified communications is an indispensable tool for adapting our traditionally medium-sized business processes to our new role as global player", says Harald Füssinger, wenglor's IT manager. "The redesign of the existing network had become necessary anyway, to allow the integration of the new logistics center in the existing IT landscape. We used the erection of the new logistics center as a welcome opportunity for getting rid of the traditional telephone systems for good and replacing them with a common basis for comprehensive data, speech and video communication."

In parallel, wenglor also wanted to unify its historically grown LAN infrastructure to effectively minimize administration costs and expand the cable-guided network with a wireless LAN for mobile applications. With a view to the demands and requirements of globalization, Harald Füssinger emphasizes: "Our new network has been designed as a platform for innovative unified communications applications which will help us to significantly improve cross-location communication and cooperation beyond the borders."

Efficiently administrable solutions from a single source

And here is how the chief of IT justifies the universal use of network components and unified communications solutions by world market leader Cisco: "Our partner xevIT has convinced us that Cisco's portfolio would meet the entire scope of our requirement specifications – i.e. no more piecemeal but everything from a single source." IP communications specialist xevIT is responsible for planning, design and implementation. Christian Griebel, xevIT's responsible account manager, comments: "wenglor is one of the first medium-sized companies nationwide to use the entire spectrum of Cisco's Unified Communications to improve their global cooperation."

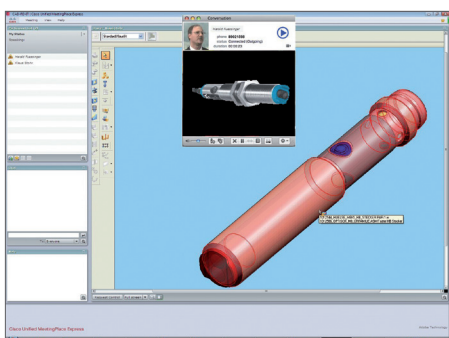
The new network's redundant and hence fail-safe backbone consists of modular switches of Cisco's Catalyst 4500 series. The access area uses switches of the Catalyst 3560 series. Cisco's switches provide Power over Ethernet (PoE), i.e. end devices now longer receive their power supply from a separate outlet but from the IP network instead. This is also reflected in the reduction in the amount of wiring. For wireless communication, the company headquarters and logistics center are both lighted with Cisco Aironet 1242 access points. "These radio base stations are all controlled by a Cisco 4402 controller which provides the actual intelligence. A controller-based wireless LAN can be easily and effectively co-managed with the hard-wired network and hence expanded flexibly", Christian Griebel explains. At the wenglor training center, customers and partners can log wirelessly into the internet with easy and safe access to the company's own network.

Improved availability and optimized customer support

In contrast to the old telephone system of yesteryear, Cisco's Unified Communications Manager provides all switchboard services from a central point. In wenglor's case, the software has been installed on two servers which in combination create a fail-safe cluster – after all, communication is critical to business and demands high availability. For improved staff availability, wenglor is using Cisco's Presence Server in combination with Cisco's Personal Communicator. That way, everybody can see at a single glance whom best to reach via which communication channel. The user master data required for that purpose are supplied directly from the Lotus Domino company directory. This solution has also obviated the need for duplicate data-keeping. And in cases where



Efficient communication thanks to Unified Communications – wenglor's employees



Simultaneous Audio, Video and Design application sharing



Improved contact center agent workspace

employees are temporarily unavailable via any one of the communication channels (e.g. to avoid being disturbed during important customer negotiations or because they are out to lunch), customers will nonetheless receive feedback: thanks to Cisco Unity all employees have a personal voice box which they can easily program with a variety of voice mail messages.

Customers can reach the wenglor support via a central in-dialing number which connects callers to the downstream Cisco Unified Contact Center Express solution. Unified Contact Center Express automatically routes every inquiry via intelligent voice menus to a competent point of contact e.g. at the sales department or support call center.

One of Harald Füssinger's highlights is Cisco's Unified MeetingPlace solution: "Unified MeetingPlace makes integrated web, voice and video conferences possible. We use the rich media meetings primarily for training purposes, e.g. to inform our overseas branches early about the latest product innovations." Up until now, new product training courses required personal attendance. This concerned at least 50 employees, at least twice a year. "Nowadays we can schedule ad hoc meetings whenever necessary. This translates into considerable savings, both in terms of travel costs and labor time, and speeds up market success thanks to relevant contents", Füssinger adds. In addition, rich media communication considerably decreases travel-related CO₂ emissions. Climate protection is one of wenglor's top priorities. A whopping 1.3 million Euros of the total 9 million Euro budget for the new logistics center were spent on environmentally friendly technology using industrial waste heat and geothermal energy. Ecological orientation also pays in terms of the competition. After all, more and more customers are asking about how "green" a company is.

Meanwhile, wenglor connected its foreign branch offices in Switzerland, the Netherlands, Italy, Spain und Rumania to the central Unified Communications platform.

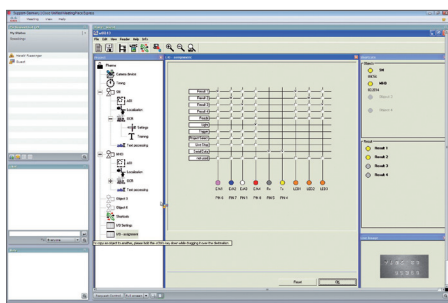
Collaboration enables Business Transformation

For wenglor, a complete collaboration solution has already proved many cost savings. For instance, the single converged network is now managed centrally, calls across offices are carried over IP, mobile calls are using the wireless network, and sales and technical trainings are delivered via rich-media conferencing which saved about 50k Euros. Now wenglor is on a journey to discover additional business benefits where collaboration technologies can improve people efficiency and even transform some business processes.

Collaborative Research and Development

Two main Research and Development centers based in Germany and Romania have become heavy users of collaboration. Engineers can now share simultaneously their design software application and the video of the product itself. And as they have Presence information of coworkers or experts in a particular technology, they can quickly escalate product issues from a simple Instant Message to an Audio/Video and Document sharing session.

From a business perspective, theses new ways of collaborating have reduced development cycles and errors with a positive impact on Time to Market. To manage the culture change, a few pilots users and leaders were first selected, trained and monitored. Once they've adopted the technology, they have become advocates for the rest



Application sharing for remote diagnostic and support

of the organization. Another positive culture impact is people are feeling closer to each other as Mr Stohr, mechanical engineer from R&D says: "The new technology conjoins the R&D between Germany and Romania and avoid many misunderstanding".

Sales Force Efficiency

Sales people are the most mobile people within wenglor. During a single day they can work in the office, visit customers and wrap-up some tasks from home. Combining capabilities like Personal Communicator, Single Number Reach and click-to-call from their Notes Contact, they benefit from an agile workspace and can save up to 20 minutes a day. Not only the global sales force productivity has improved, but this has also accelerated access to sales leaders when sales decisions impacting customers need to be made. As Mr Dickmann, from Sales department, says: "I save up to 15 min on a power office day and enjoy the comfort of communication".



Technical Support environment for customers worldwide

Superior Customer Sales and Service

wenglor's customers now only have a single number to dial to reach their wenglor sales representative and if these are not available they are transparently redirected to the contact center in the headquarter. Once connected with customers, contact center agents can see immediately if the relevant representative is present, exchange a few Instant Messages to share customer context and if needed transfer the call directly. Not only agents are saving a few seconds per call but customers are satisfied to see their issues being solved during the first call as Ms Leuter, from Contact Center, says: "I am excited about the improvement of business communication with customers".

Customer Remote Support

Remote support to customers has been deeply transformed with collaboration technologies. Using Audio/Web/Video conferencing, technical support people can now share screens with customers to solve product issues. Customers simply take a laptop on their machine with wenglor sensors connected via RS-232 or USB. Technical support people can detect the machine of the customer, get information from the sensors and modify the setup if necessary. For Mr. Pfau, Leader of technical Support: "the cisco online meeting is an effective tool to explain the functionality of the wenglor products to our customers around the world".



Joachim Schneider, manager logistics at wenglor

Improved flow of information in Production and logistics

With production and logistics platforms in different countries, collaboration and training have become more efficient with Cisco web conferencing solution, and this without having the participants to be on site. For instance, short term issues can now be explained clearly and unambiguously then quickly solved.

With Cisco Personal Communicator and the immediate view of people availability, information flow is now easier across the enterprise. And with their Cisco mobile phones, people are accessible in every plant floor or building regardless of their location in Sibiu (Romania) or Tett nang (Germany).



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